

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 334—(MAHARAJAH)—Reg. No. 51436—Fractional Page—(3¹/₂ x 12¹/₄ in.)—4/c—Newspaper Supplements, 1976 (A)

Printed in U.S.A.



**Enjoy smoking
longer without
smoking more.**

Rich, full-flavored
Saratoga 120's give you extra
smoking time and extra
smoking pleasure.
And they cost no
more than 100's.



**Saratoga
120's**

© Philip Morris Inc. 1976

18 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Apr. 76

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



2061194112